

Faces of Influenza Continues to Stress the Importance of
Annual Vaccination in the Detroit Community

In an average year, between 47,000 and 190,000 Detroit area residents will contract influenza. To put a “face” on this disease and help educate the Detroit community about the importance of immunization, the American Lung Association of Michigan is bringing the *Faces of Influenza* campaign back to Detroit for the 2008-2009 influenza season.

Together with local Detroit “faces” of influenza LaShell Griffin and Zack Yaksich, the Lung Association hopes to raise awareness of the seriousness of influenza and encourage flu vaccination through the fall, winter and spring in Detroit.

Tragically, Zack lost his 5-year-old daughter Alana to complications of the disease in February 2003. Since then, he and his family have been active in the Detroit community to encourage influenza vaccination. LaShell’s oldest daughter suffers from asthma, which means she has a higher risk of developing serious complications from influenza. LaShell makes sure every person in her family stays as healthy as possible, which is why they get their flu shots every year.

The American Lung Association is also offering the 2008-2009 *Faces of Influenza* tool kit to supplement Detroit partners’ influenza awareness efforts throughout the season. The tool kit includes template consumer education and media outreach materials, such as brochures, posters, fact sheets and other media materials that can be customized based on various programming needs.

If you would like to request a *Faces of Influenza* tool kit, please contact Laura Bertalan (lbertalan@alam.org) or Angy Webb (awebb@alam.org) at the American Lung Association of Michigan.

The American Lung Association’s *Faces of Influenza* campaign is made possible through a collaboration with sanofi pasteur. For more information, visit www.facesofinfluenza.org.